



King County

# Quick Reference Guide Graphic Standards & Guidelines

To all King County employees and consultants:

**The King County Identity Program** provides these Graphic Standards and Guidelines to promote a greater visual consistency, clarity and recognition of King County government; to its residents, employees, businesses and other governments. Coordinated efforts to comply with these guidelines will achieve that goal.

To further ensure that these standards are adhered to, Executive Ordinance #ACO-8-16 (AEO) requires all graphic design and print work to go through King County Graphic Design and Production Services.

The information contained in these guidelines applies to all materials produced by, for and with King County.

# The King County Logo

*The King County logo consists of the King County symbol – a crown surrounded by two different-sized circles – and the text “King County.” The symbol and text are combined to form two fixed arrangements – the stacked logo and the horizontal logo.*

**Stacked Logo (2.0.0)\***

The stacked logo (a) is designed for applications where a more formal and traditional arrangement is desired, such as used in the county's business communications (business cards, letterhead, memo, envelopes, notepads, and vehicle identification). This arrangement is generally the “first choice” when representing King County. In addition, the stacked logo is designed for applications in which horizontal space is limited or a vertical alignment is desired.

**Horizontal Logo (2.0.0)\***

The horizontal logo (b) is designed for horizontal configurations where vertical space is limited and where readability at small scale is an issue. This configuration readily lends itself to the blending of agency information below the logo.

**Clear Space (2.1.0)\***

Both the stacked (a) and horizontal (b) King County logos must be isolated from other elements. A distance measuring at least one-and-one-half letter “K” heights in all directions creates a neutral zone separating the logo from competing elements such as type (except agency type), illustrations, graphic elements or other symbols or logos. Please see (h) for blending type with both stacked and horizontal logos.

**Smallest Sizes (2.0.0)\***

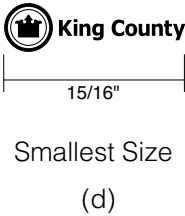
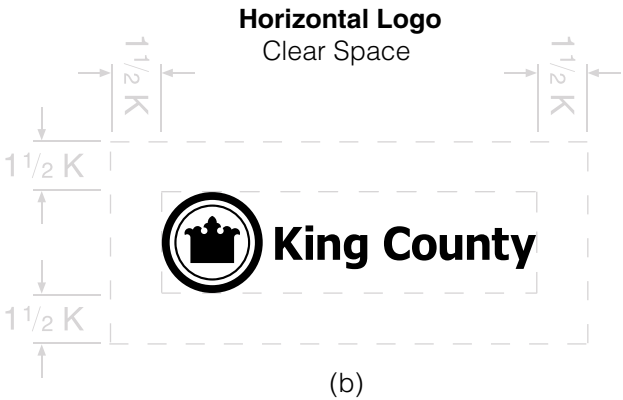
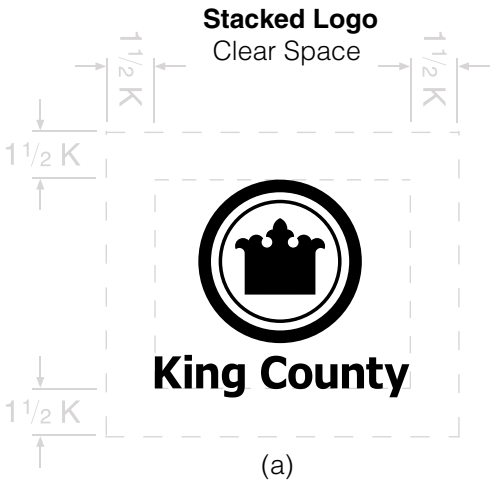
Stacked Logo (c): the width of the words “King County” shall be displayed no less than 1/2”.

Horizontal Logo (d): the overall width of the logo shall be displayed no less than 15/16”.

**Correct Use (2.0.0 - 2.2.0)\***

The King County logo must never be altered, redrawn or reproduced from secondary copies. The logo *must always be reproduced from authorized electronic files or authorized reproduction-quality originals*. The logo should not be rearranged, rotated, animated, etc. (See back of this document for examples of incorrect uses).

“K” height = King County



*\*Refers to appropriate section(s) in the King County Graphic Standards and Guidelines providing detailed information.*

# Displaying Logo Colors and Agency Branding

## Logo Colors (2.3.0 - 2.3.7)\*

In almost all visual presentations, the required colors used for display of the King County logo are black (e) or white (f) (reversed out of a color or background). This applies to printing/lithography, silkscreening, embroidery, black and white and color laser printers, color plotters, faxes, digital photography, video and Web use.

The King County logo displayed in gold (Pantone 110) (g) is not used on general county publications and electronic media, but is specifically reserved for business cards, letterhead, and special projects initiated by the Office of King County Executive.

Authorized exception displaying the King County logo in gold are the letterhead and business cards for King County International Airport/Boeing Field and the King County logo portion of the King County Metro logo used on buses. The logo appearing in gold foil is reserved only for special projects initiated by the Office of King County Executive. Metallic colors other than gold are not permitted.

Agency descriptions, when used with the King County logo, follow the same color guidelines as the logo. The only exceptions occur with letterhead and business cards where black type is used with a gold King County logo.

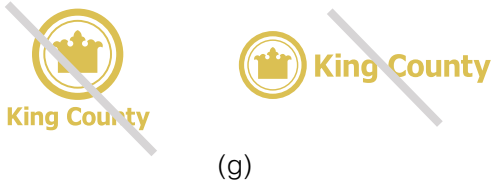
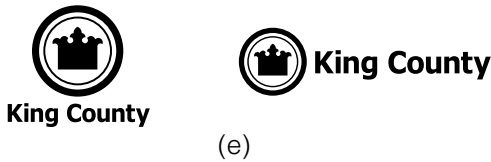
Requests that require color changes or depart from the general guidelines and standards of using and applying the King County logo, must first be reviewed by King County Graphics and Production Services at 206-205-8550.

## Exempted Logos (7.0.0, 7.1.0, 7.2.0)\*

Exempted logos are authorized for the following agencies: Metro Transit Division; Public Health – Seattle & King County; and King County International Airport/Boeing Field. Refer to the respective graphic guidelines of these agencies for more detail.

## Agency Descriptions (3.0.0)\*

Shown are the four preferred methods of combining the King County logo with agency descriptions (h). These four possibilities provide enough flexibility to meet the majority of layout demands. The choice of one option over another usually is dictated by space considerations, layout requirements or the branding standards for a particular document. In all four examples, the type blocks are made up of the same fonts, size, weight and leading. The Verdana font must be used for agency names and information.



Gold only for letterhead, business cards and executive projects



Acceptable Alternatives

(h)

\*Refers to appropriate section(s) in the King County Graphic Standards and Guidelines providing detailed information.

# Displaying the Logo and Agency Descriptions on Common Publications

## Report Covers (i), Brochure Cover Panels (n) and Posters (5.0.0 - 5.4.0)\*

If the name of the section or program appears on the front as a title, then the King County logo should appear with the division name in the upper or lower 20%.

If the name of the division appears on the front and introduces the title of the publication, then the King County logo should appear with the department name in the upper or lower 20%.

If the name of a department appears on the front and introduces the title of the publication, then the King County logo should appear by itself in the upper or lower 20%.

### Brochure Back Panel (k)

The King County logo, full agency description and additional information is included to provide a consistent place and format for users to identify the publishers of the brochure, how to contact them and where to go for additional information. It should always appear on the back cover of a non-mailer brochure or the last panel (in normal reading order) if the back cover is used for addressing as a mailer (m).

Place the Standard ID Block on the lower 25% of the panel. If contact phone number(s) and Web site address(es) have not been placed elsewhere on the back cover, then they should be included in the Standard ID Block.

### Brochure Interior Panels (not shown)

The King County program or agency should be mentioned at least once in the body of text or optionally, in a headline at the top.

### Additional Poster Information

The amount of information displayed below the agency block is relative to the mission of the poster. In most cases the information should be conveniently located and contain enough detail for a reader to contact the agency (e.g., telephone numbers, TTY number, e-mail address, internet address, contact person, etc.)

### Exempted Agencies (7.0.0, 7.1.0, 7.2.0)\*

Metro Transit Division and King County International Airport/Boeing Field follow the same application guidelines as general county publications. Please refer to the guidelines for specific requirements for Public Health – Seattle & King County.

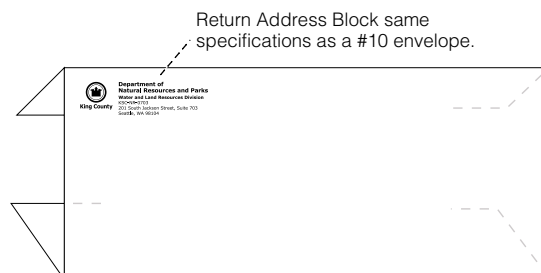
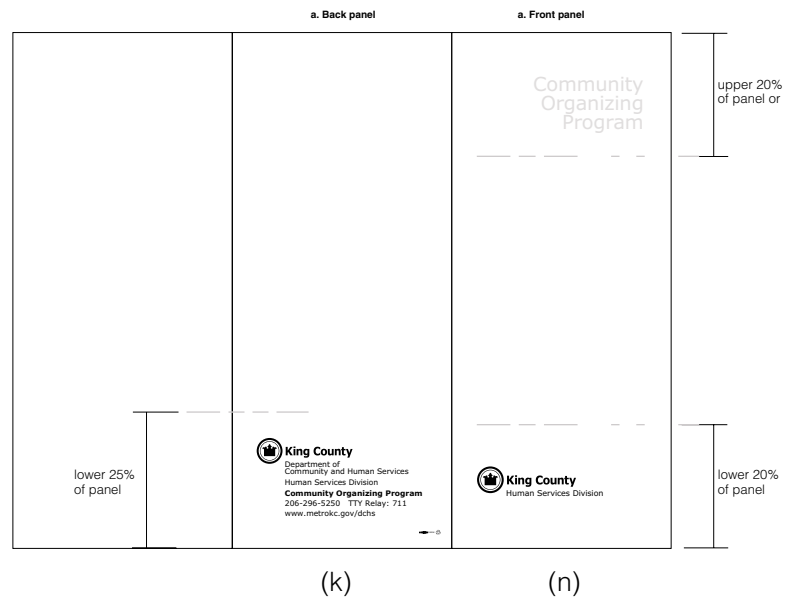
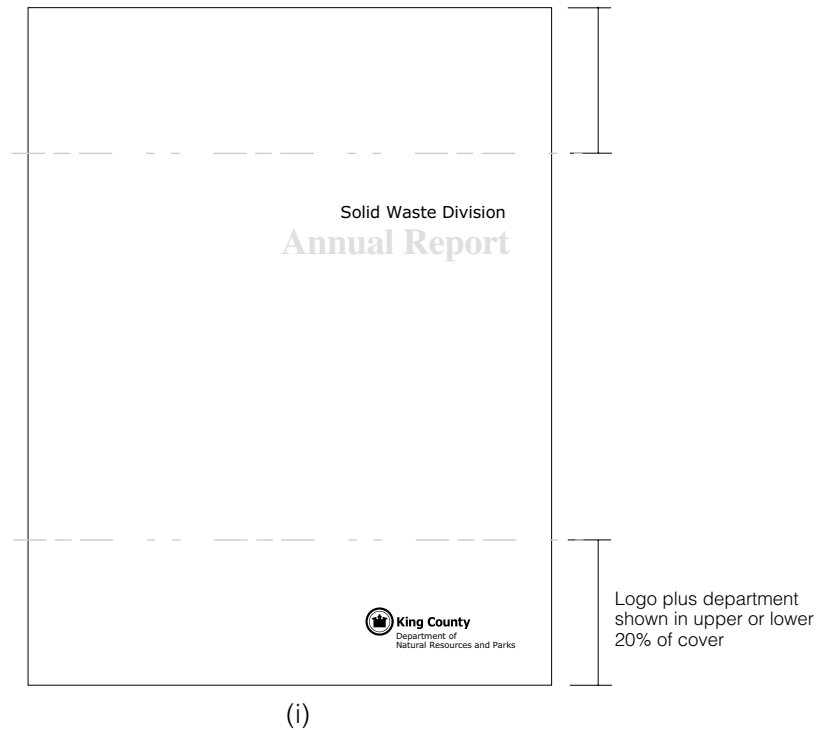
### Additional Required Information

#### • Union Logo and Recycled Paper Logo

All publications printed in the King County Printshop will display the GCIU logo as well as the Recycled Paper logo and should appear in the lower right corner.



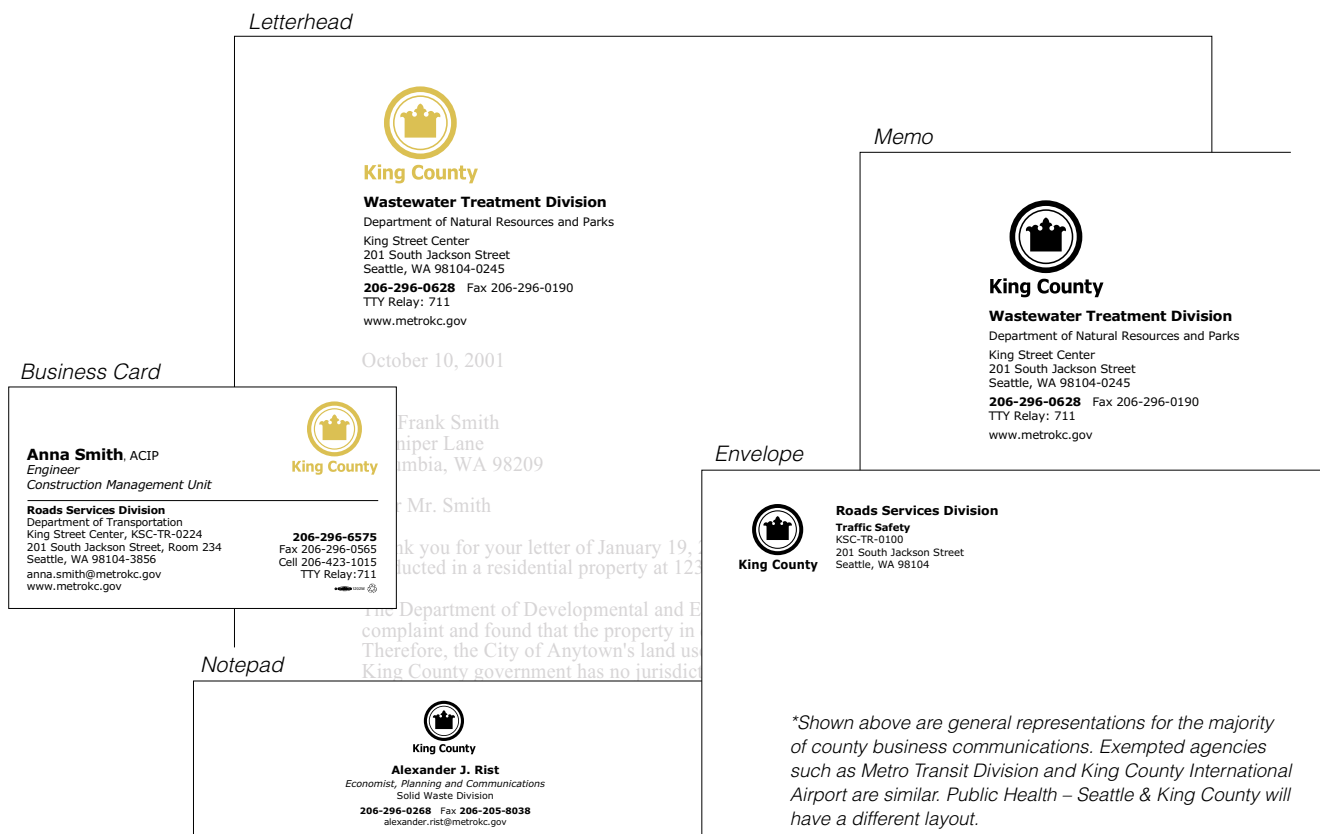
- Publication number and date on all publications
- Appropriate accessibility (ADA) information



Brochure Mailing Panel

\*Refers to appropriate section(s) in the King County Graphic Standards and Guidelines providing detailed information.

# Standard King County Business Communications\*



*\*Shown above are general representations for the majority of county business communications. Exempted agencies such as Metro Transit Division and King County International Airport are similar. Public Health – Seattle & King County will have a different layout.*

## Help and Resources

### Where can I get help with standards questions?

For help with applying graphic standards, call King County Graphic Design and Production Services at 206-205-8550, or e-mail: [vikki.johnson@metrokc.gov](mailto:vikki.johnson@metrokc.gov) or consult the King County Web site at <http://kcweb.metrokc.gov/des/graphics/> for specific publications.

### Where can I get electronic files of the King County logo?

Logos are available for PC and Mac in TIFF, EPS, GIF and EMF file formats and also available in a black and reverse (white) version. These logo styles and formats are available on the Graphic Design and Production Services intranet site at: <http://kcweb.metrokc.gov/des/graphics/>

- Special sizes for TIFF logos available on request
- Additional formats available on request

### Where can I get printed sheets of the King County logo?

Logos are available on 8.5" x 11" printed sheets in different sizes and in black and reverse (white). Contact: Graphic Design and Production Services, Graybar Building, 416 Occidental Ave. S., 206-205-8550

### What if I have special requests regarding the King County logo and its use?

Requests that require color changes or depart from the general guidelines and standards of using and applying the King County logo will be reviewed by Graphic Design and Production Services at 206-205-8550. If a request cannot be resolved, it will be submitted for final resolution to the Office of the King County Executive, Communications Director, 206-296-4063.

### Who can use the King County logo and for what purposes?

The King County logo typically is used for all official county business. Unauthorized and inappropriate use in county

business, by outside vendors, and by consultants is prohibited. Using King County logos for personal projects is not allowed.

### Are there any publications and user guides?

- **Business Communications Information Sheets** are available to assist in ordering and understanding layout and information changes regarding the new style of letterhead/memo, business cards, envelopes and notepads.
- **The Quick Reference Guide** is an overview of the major elements of the standards program and includes the proper display and presentation of the King County logo. This publication will be available to consultants, vendors and county employees.
- **King County Graphic Standards and Guidelines – PDF** is an abbreviated form of the handbook available as a PDF file describing the proper display and presentation of the King County logo and its application to various types of publications. Used mainly by employees involved in printed or electronic communications.
- **King County Graphic Standards and Guidelines Handbook** is a comprehensive guide to the King County brand and is mainly for use by King County managers, graphic designers, and public information officers.

These publications, with the exception of the Handbook, will be available as PDF files to all employees on the King County Graphic Design and Production Services intranet Web site at: <http://kcweb.metrokc.gov/des/graphics/>. Please contact your agency's Public Information Officer for additional information.

## Alternate Formats Available

206-205-8550 TTY Relay: 711

# Incorrect Uses of the King County Logo

Applies to both stacked and horizontal versions of the King County logo.

In this document, the King County logo appears incorrectly for illustrative purposes only.



**King County**

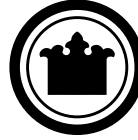
Do not alter the sizes of the elements.



**King County**

Do not rotate or tilt the logo.

**King County**



Do not alter the relationship of logo elements.



**King County**

Do not alter the graphic elements of the logo.



Do not use the crown and circles separately without consulting with King County Graphics.



**King County**  
*BOWLING LEAGUE*

Do not allow competing graphic elements or non-agency text to encroach on logo.



Do not place logo on a distracting background pattern or use it as part of a background pattern.



**King County**

Do not distort or electronically alter the shape of the logo.



Do not place logo on a background that doesn't provide sufficient contrast.



**King County**

Do not copy a low resolution version of the logo from a web site or a reproduced copy to use in a publication.



Do not isolate elements of the logo.



**King County**

Do not reproduce the logo in outline form.



**King County**

Do not use a drop shadow with the logo except in limited web use where a drop shadow may increase readability.



**King County**

Do not enclose the logo in another shape that affects the readability of the logo. For badges and patches provide proper clear space.



**King County**

Do not create different color areas within the logo or color the text differently than the logo.



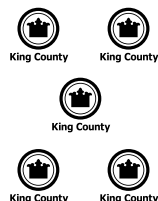
**King County**

Do not animate the logo or attempt to render it in three-dimensional form.



**King County**

Do not screen logo (make a percentage of a solid color).



Do not make a pattern or texture from the logos.



Do not use an old or obsolete logo.



Smaller than minimum sizes or other distortions of the logo are used for illustrative purposes in standards documentation only.